

Patent Claims

- 5 1. A print product comprising a substrate, a layer of an offset printing ink applied imagewise, a primer layer, and a top layer of a UV-curable overprint varnish, wherein the primer layer comprises platelet-shaped particles.
- 10 2. A print product according to claim 1, wherein the particles are colorless or are non-hiding after drying.
3. A print product according to claim 1, wherein the length or width of the particles is 1 to 1000 μm and the thickness is 0.05 to 10 μm .
- 15 4. A print product according to claim 1, wherein the particles comprise kaolin, natural or synthetic mica, talc, titanium dioxide, aluminum oxide, glass or wax.
- 20 5. A print product according to claim 1, wherein the platelet-shaped particles are effect pigments.
6. A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on a silicate material or are Fe_2O_3 platelets or Al_2O_3 platelets with one or more coatings of one or more metal oxides.
- 25 7. A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on natural or synthetic mica, talc, sericite, or kaolin, SiO_2 platelets, glass platelets, Fe_2O_3 platelets or Al_2O_3 platelets with one or more coatings of rare-earth metal sulfides, or with one or more colored or colorless metal oxides selected from the group consisting of titanium dioxide, titanium suboxide, titanium
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oxynitride, pseudobrookite, Fe_2O_3 , Fe_3O_4 , SnO_2 , Cr_2O_3 , ZnO , CuO ,
and NiO , and a mixture thereof.

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8. A print product according to claim 1, wherein the varnish layer
comprises platelet-shaped particles.

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9. A print product according to claim 1, wherein the primer layer
comprises pearlescent pigments based on mica, and the varnish layer
comprises particles which are colorless or non-hiding after drying.

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10. A print product according to claim 1, wherein the offset ink, the primer
layer and the varnish layer comprises effect pigments.

11. A print product according to claim 1, wherein the primer layer is
chemically curable and comprises at least one crosslinking agent.

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12. A print product according to claim 1, wherein the primer layer is a
water based primer layer.

13. A print product according to claim 1, wherein the particles comprise
mica.

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14. A print product according to claim 1, wherein the varnish layer
comprises platelet-shaped particles that are larger than the particles
in the primer layer.

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15. A process for preparing a print product that is according to claim 1,
comprising printing the substrate in-line by offset printing, then coating
the support with the primer and then with the varnish.

16. A process according to claim 15, wherein the primer layer is a water-
based primer layer.

- 5 17. A process according to claim 15, wherein the primer comprises
platelet-shaped pigments or effect pigments which are transparent or
non-hiding after drying.
- 10 18. A process according to claim 15, wherein the offset printing ink, the
primer and/or the UV varnish comprises effect pigments.
19. A food or cosmetic product packaging comprising a print product
according to claim 1.
- 15 20. A folding box comprising a print product according to claim 1.

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